

<b>Department:</b>	Growth
<b>Reporting to:</b>	Head of Growth Operations
<b>Contract type:</b>	Permanent

### Working at Mary's Meals International:

Our mission, vision, and values are at the very heart of everything we do here at Mary's Meals and working for Mary's Meals International is so much more than a career opportunity, we offer the opportunity to support our global movement in a dynamic, flexible and inclusive environment with a real focus on personal and professional development. We believe in the innate goodness of people, respect the dignity of every human being and family life and believe in good stewardship of the resources entrusted to us. In line with our values, Mary's Meals is fully committed to a culture of safeguarding.

### Our structure:

The global Mary's Meals family is made up of:

- **National Affiliates** – the primary function of our National Affiliates is to build support for the Mary's Meals movement through raising awareness and fundraising. National Affiliates can start as a single supporter in any location globally and develop into a larger international fundraising organisation, to what is known internally as a National Affiliate. Our National Affiliates have delegated authority to fundraise on behalf of Mary's Meals, have full registration and legal presence in the country in which they operate and their own Board of Directors.
- **Programme Affiliates & Partners** – The funds raised by our National Affiliates allow us to feed children in their place of education through our Programme Affiliates and Partners.
- **Marys' Meals International (MMI)** - provides centralised support to our Programme Affiliates and National Affiliates including procurement, finance, HR, marketing, communications, risk, security, legal, technology & projects and fundraising support.

### Role purpose:

The CRM Engagement Manager is responsible for the management and coordination of the CRM systems. Working across the National Affiliates and with the MMI project teams to ensure successful delivery of the new Integrated Digital Platform (IDP) and supporting the development and implementation of the IDP in line with Mary's Meals objectives. Driving the adoption of CRM across the organisation and maximising our use of CRM data to support the Growth strategy. Championing best practice, they will develop resources support the users of the system and provide a forum for continuous improvement, communication of key information and shared learning within the Mary's Meals family.

### Key responsibilities & activities:

- Supporting the development and implementation of the IDP/ CRM strategies in line with Mary's Meals objectives.
- Participate and represent MMI and National Affiliate CRM system user perspective in the CRM Steering committee.

- Planning and management of historic data migration projects for Affiliates onboarding to IDP ensuring data is correctly mapped from legacy system into Salesforce and successfully tested and validated.
- Develop and document standardised CRM processes for Affiliates to steward supporters and reconcile with external systems.
- Provide guidance on best practice for data management to support data protection compliance in collaboration with MMI Legal and IT.
- Line management of the CRM officer, providing support and training to ensure they develop in the role and have the knowledge and skills to effectively engage with National Affiliates and MMI internal departments to support their use of the system.
- Co-ordinate CRM activity within Growth Operations to ensure that Salesforce is being used optimally to support and streamline business processes.
- Identify and share innovative ways to enhance the system as the business need evolves.
- Providing a first level support for CRM system users and champions. Liaising with IT colleagues to define requirements and enable user access.
- Undertaking analysis to investigate bugs and system issues and inform tickets to be escalated to IT. Working with IT to ensure more complex system changes are delivered and communicated to stakeholders.
- Plan and collaborate with key users on the development of resources and materials to enable a sustainable approach to CRM process training for MMI and across National Affiliate countries.
- Undertake consultation to define reporting dashboard configuration for newly onboarded National Affiliates and colleagues within MMI.
- Collaborate with Programmes and Grants teams to ensure that school data is managed effectively, and enrolment updates are undertaken regularly and accurately.
- Support the CRM Change Approval process, ensuring system changes and enhancement requests have business justification and approval.
- Support the development and expansion of the CRM product and services including affiliate expansion plans/programme growth.
- Support the continuous improvement process and encouraging strong user adoption, working with users to understand barriers and identifying solutions for better use of the system.
- Communicate with the organisation on the roll out and on-going usage of the CRM process and system enhancements.
- Provide support and assistance to the Head of Growth Operations and Chief Growth Officer (MMI) by engaging in tasks across operations, strategy and growth.

### **Additional information:**

#### **All MMI employees are expected to undertake the following general duties:**

- Work within the framework of the Mary's Meals mission, vision and values.
- Work towards achieving department strategy, operational plans and objectives.
- Ensure familiarity with and adhere to all MMI policies and procedures.
- Undertake and apply learning from appropriate training and development programmes.
- You may be required to travel to countries where Mary's Meals operates.
- Understand and uphold the standards outlined in MMI's Safeguarding Policy, acting with due care and attention to safeguard anyone that comes into contact with our work.
- Demonstrate behaviours that promote a safe culture and raise any safeguarding concerns immediately.

## Essential skills & experience required for this role:

- Experience in working in partnership with IT & 3<sup>rd</sup> parties to maintain system integrity and performance.
  - Excellent analytical skills and an ability to produce clear, concise reporting.
  - Exceptional communication skills to build relationships with key stakeholders and able to influence and challenge as necessary.
  - Experience of managing and coaching a team
  - Project management knowledge and experience of leading a project team.
  - Strong CRM skills, particularly a good working knowledge of Blackbaud CRM or Sales Force or MS Dynamics
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## Mary's Meals 7S Leadership Competencies:

As a leader within Mary's Meals International, you have a responsibility to approach your role in line with our 7S competency model.

<b>Self</b>	<ul style="list-style-type: none"> <li>• I build and demonstrate resilience</li> <li>• I lead by example</li> <li>• I am authentic and true to Mary's Meals values</li> <li>• I develop myself and set stretching goals</li> </ul>
<b>Service</b>	<ul style="list-style-type: none"> <li>• I have a vocational attitude to my work</li> <li>• I inspire hope in others</li> <li>• I build belief that even difficult challenges can be solved</li> <li>• I am committed to serving and enabling all who want to be part of the global movement</li> <li>• I work to ensure our future will be even better than our past</li> </ul>
<b>Simplicity</b>	<ul style="list-style-type: none"> <li>• I communicate effectively</li> <li>• I follow clear decision-making criteria</li> <li>• I create plans that are easy to follow and contribute to organisational goals</li> <li>• I embrace inclusivity and diversity</li> <li>• I focus on delivering results</li> </ul>
<b>Stewardship</b>	<ul style="list-style-type: none"> <li>• I pay attention to the things that matter most – (a) our physical resources; (b) our people</li> <li>• I nurture, develop and respect our relationships with external stakeholders</li> <li>• I deliver on my promises</li> <li>• I am happy to be held accountable and to hold others to account</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• I have a point of view about the future</li> <li>• I know our stakeholders and see our priorities clearly</li> <li>• I help others to work in ways that have the greatest impact</li> <li>• I develop strategy and translate it into action</li> </ul>
<b>Strengthen</b>	<ul style="list-style-type: none"> <li>• I create a positive work environment</li> <li>• I increase the capabilities of my team</li> <li>• I help people manage their careers</li> <li>• I find and develop next-generation talent</li> </ul>
<b>Success</b>	<ul style="list-style-type: none"> <li>• I ensure my team is technically competent and always developing</li> <li>• I build high performing teams</li> <li>• I ensure accountability</li> <li>• I am a catalyst for change</li> </ul>

## Changes to your role:

As our organisation evolves and grows, your job description may need to be reviewed and if appropriate, changed. These changes may be initiated by you or your manager but always in consultation with you and your job description may also be reviewed as part of your annual PDR process.